

CAZON
ED 15
-72052



3 1761 11893582 4

ontario exporter's guide

Ontario

Dept. of Trade

and Industry

Trade and Industry

Division

General

Publication

[6-8]

LIBRARY

30 1972

OF TORONTO



ONTARIO



MINISTRY OF INDUSTRY AND TOURISM

Honorable John White, Minister

D. J. Collins, Deputy Minister

With the compliments of

INFORMATION SERVICES

900 Bay Street

Hearst Block, Queen's Park

Toronto 182, Ontario, Canada

Telephone (416) 965-5466

Ontario
Dept. of Trade + Development

Trade + Industry
Division

[General Publications]

[G-3]

CANON
EDIS
72052

Ontario exporter's guide

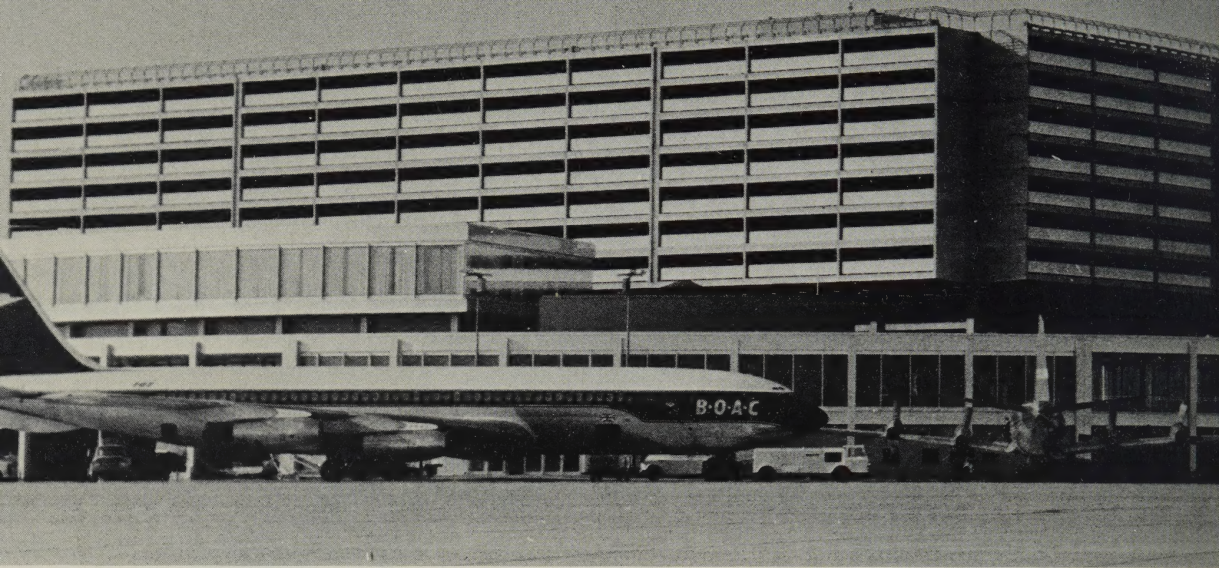
A guide to export services for the Ontario manufacturer



Contents

Trading ambassadors	Page 1
Exports are plus business	Page 2
Who can export	Page 3
Indirect selling	Page 5
Direct selling	Page 8
Representation	Page 9
Selling to export markets	Page 9
Packaging for shipment	Page 11
Payment methods	Page 13
Tariff information	Page 15
Travel	Page 16
Trade and industry services	Page 17
Publications, directories and references	Page 19
Canada's main export markets	Page 21
Domestic exports by group	Page 21
Canada's general export pattern	Page 21
Canadian business	Page 22
Foreign exchange guide	Page 23





Trading ambassadors

Canada's favorable reputation abroad is the envy of many other nations. Our salesmen and businessmen are welcomed in all parts of the world as representatives of a dependable and forthright trading nation.

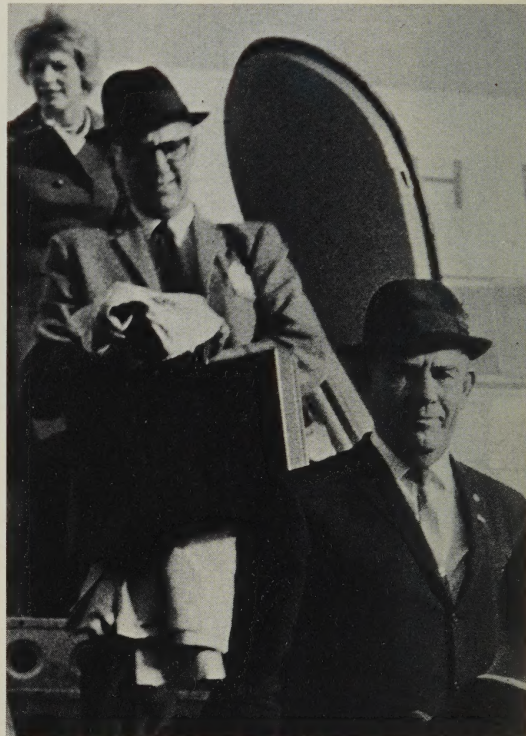
Canadian manufacturers engaged in export business are our nation's trading ambassadors. To them goes much of the credit for building up Canada's enviable international reputation. In winning new markets for Canadian products, they help build up the economy and raise our standard of living.

Although Canada is one of the world's most highly industrialized nations, its population cannot consume all the potential production of its mills and factories. The nation's industrial complex is inescapably dependent on markets beyond our boundaries.

Ontario, with half the nation's total manufacturing capacity, is particularly dependent upon exports. The province's prosperity, industrial expansion and employment are all closely related to the ability of its industries to sell in the markets of the world.

This booklet is designed to encourage newcomers to the export field, and offers basic information about international marketing. The Marketing Branch of the

Trade and Industry Division is at your service. We would be pleased to discuss in detail how your company can take part in Ontario's export trade program.





Exports are plus business

Industry is constantly striving for increased productivity. And as well as meaning new sales, exports can mean greater stability in a company's operations. Export business gives the manufacturer an opportunity to broaden the base of his operations. Advantages include:

- Greater profits through increased sales.
- Lower production costs and more competitive prices, due to greater volume.
- Product diversification. Additional lines, uneconomical or marginal to produce for the domestic market alone, often become profitable through broadening demand.
- Balanced production scheduling for export can maintain plant capacity throughout the year, particularly in the case of seasonal goods.
- Lower development costs because orders from abroad are frequently large. Costs per unit for development work can be lower than for domestic sales.

EXPORT PROSPECTS

With most countries stressing the importance of international trade, export opportunities for the Canadian manufacturer are generally good. Canadian designs, performance and workmanship are widely respected. Markets await. But door-knocking is essential to win export sales.

Factors to consider in evaluating export possibilities include:

- Present productive capacity of your plant.
- Portion of production required to service your domestic requirements.
- Whether the balance of your production is sufficient for the export market, remembering that service on foreign accounts is vital in holding your markets abroad.
- Advisability of determining your product's acceptance, first in the United States, before marketing it abroad. In starting an export program, the shortest lines of communication and transportation are desirable to gain experience.
- Economic conditions of the country to which you wish to export. Information should also be obtained on the stability of the government, its policies regarding imports, balance of payments and currency convertibility.
- Thorough understanding of industrial standards and systems of measurement, as well as determining whether market levels are low, medium or high in the country to which you intend to export.

Who can export

Almost any Canadian manufacturer with a product not duplicated at a lower price in any foreign market will find buyers. Size of operation is no criterion in the export business. Some of the most successful exporters are relatively small operations.

EXPORT AIDS

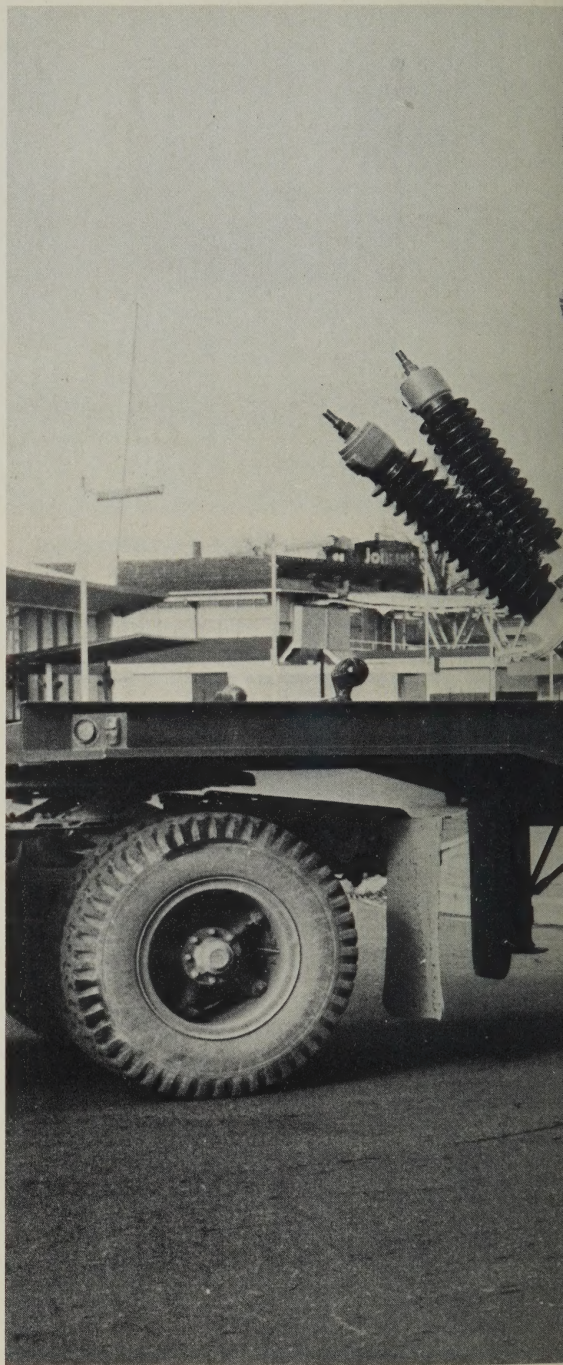
Both the Government of Canada and the Ontario government provide extensive services to manufacturers wishing to enter the export field.

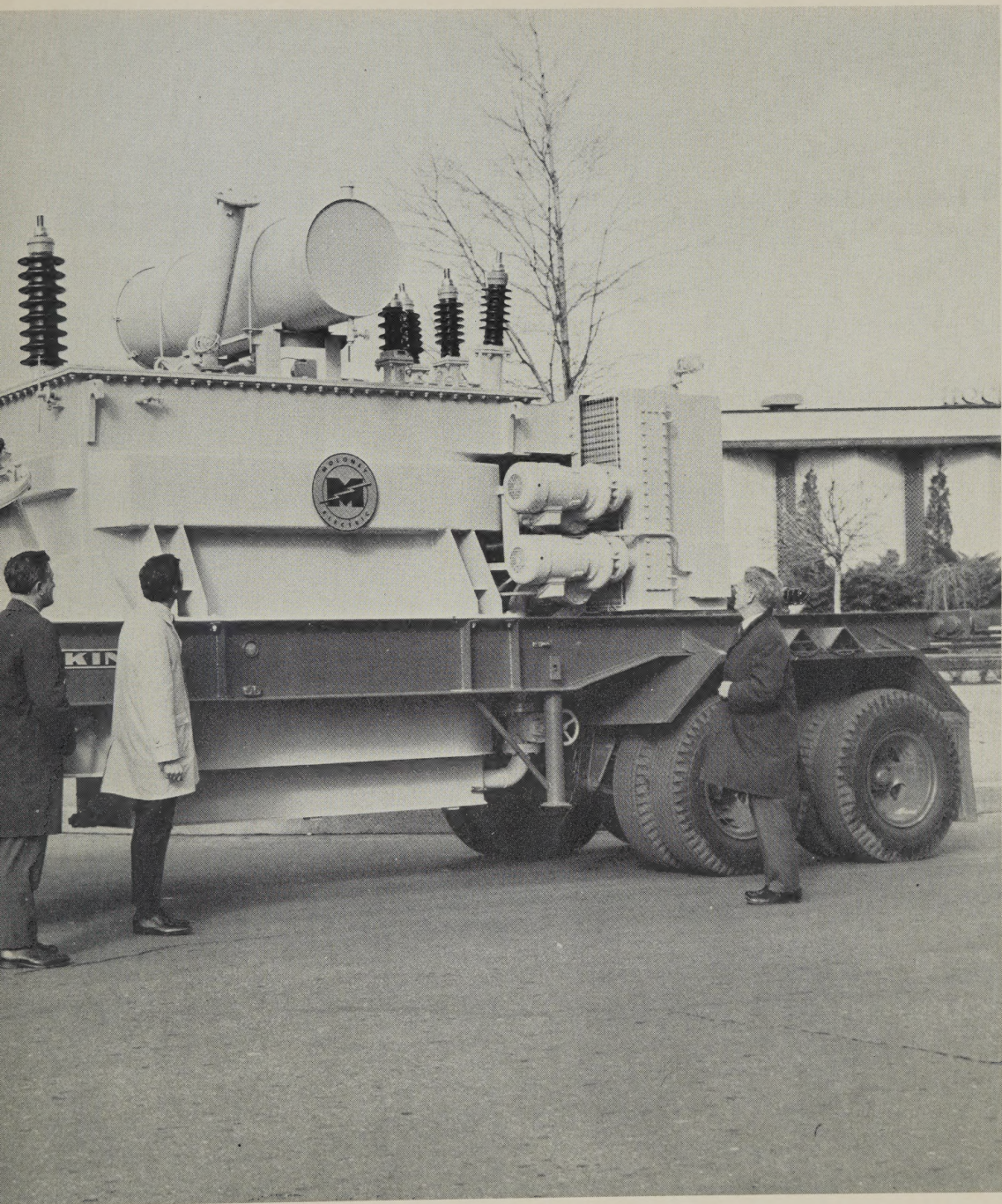
Assistance by the federal government is given through the Department of Industry, Trade and Commerce, Toronto regional office. The Ontario government provides services through the Marketing Branch of the Trade and Industry Division, Department of Trade and Development. The Marketing Branch services include:

- Direct assistance through office locations in New York, Chicago, Los Angeles, Boston, Atlanta, Cleveland, Minneapolis-St. Paul, London, Dusseldorf, Milan, Stockholm, Vienna, Brussels, and Tokyo.
- Foreign market data.
- Contacts arranged for direct sales and agents.
- Assistance in locating sales offices outside Canada.
- Exhibiting products in trade shows and fairs.
- Sales missions to foreign markets.
- Bringing foreign businessmen and agents to the province to see Ontario-made products first-hand.
- Help in locating foreign companies able to make Ontario products under licence.

OTHER ASSISTANCE

Comprehensive service in foreign business and trade is also offered by Canadian chartered banks, the Canadian Manufacturers' Association, the Canadian Export Association, and the Export Development Corporation. (See also publications listed on pages 19 and 20.)





Ontario-made mobile transformer en route to Venezuela.

Indirect selling

EXPORT CHANNELS

Many large companies have their own export divisions or departments with specialized staff. Some have international offices and an international sales force. However, smaller companies, or those doing a limited volume of export sales, can develop export programs as effective as the large corporations. There are two distinct methods—indirect sales and direct sales.

ADVANTAGES

- Less costly, requires no additional staff.
- Reduces credit risks.
- Paper work is handled by forwarding agent.

DISADVANTAGES

- No direct contact with buyers.
- Ties manufacturer to an agency contract.
- Manufacturer has no control of sales promotion methods and service.

INDIRECT SALES METHOD

EXPORT COMMISSION HOUSE

A commission house or export-confirming house represents a foreign importer and acts as his purchasing agent. The commission house will frequently pay the manufacturer in cash and assume the technical details of exporting. The "buying house" receives a commission from the buyer for its services, the rate varying according to terms, products and range of services to be performed. This is really a purchasing function, not a selling function.

MANUFACTURER'S EXPORT AGENT

This type of organization represents domestic manufacturers and is paid on a sales commission basis. The products of several companies are usually handled. Frequently, the exporting agent has foreign representatives or branch offices in other countries to promote sales. They operate in sales areas or territories. Sometimes the manufacturer can use one or more such agents. In effect, the agent acts as an export department for the manufacturer. The agent usually handles the entire export program, directs foreign advertising, places orders, attends to billing, financing and shipping details.





This type of service as an export channel requires close working relationships between the agent and the manufacturer, on such things as catalogues and prices. This function assumes many of the features of direct selling. Commissions vary depending on the types of goods.

EXPORT MERCHANT

The export merchant buys products independently from domestic and foreign sources, and sells anywhere abroad on

his own account. Often his operation is both import and export. He assumes the details and risks of international trade. The export merchant selects his own markets and products, purchases products and arranges prices and other methods of his own operation. Frequently this function covers staple products which have a ready market. The maker's product and export policy will determine if the export-merchant type of export program is practical.



Direct selling

ADVANTAGES

- Direct control over outlets abroad.
- No commission to exporters or agents.
- Results can be related to sales effort.
- Permanent market can be developed.
- Goods and services can be provided.

DISADVANTAGES

- All expenses of selling incurred.
- Involves greater risk.
- Complex documentation must be thoroughly understood.
- Greater financing requirements needed.
- Trained staff required.

DIRECT SALES METHOD

Under the direct sales method, the manufacturer ships his products direct from factory to one of a number of foreign sales outlets—manufacturer's representative, wholesale importer and distributor, foreign retailer, etc. Sales to foreign retailers are frequently negotiated through a "group buyer" agency which looks after the import requirements for groups of foreign retailers or chain stores.

THE MANUFACTURER'S REPRESENTATIVE

The manufacturer's representative abroad sells to customers in a particular area or country. Usually handling a range of specific items, he frequently forwards orders to the manufacturer for direct shipment to the buyer. He is paid a commission by the manufacturer. The manufacturer's representative does not guarantee credit, although he usually selects responsible buyers.

Manufacturer's representatives frequently provide warehousing to assemble products for quick distribution.

The manufacturer should make sure that the representative is qualified to handle his products, and does not handle too many lines or competitive materials. Consult non-competitive suppliers in ascertaining an agent's sales ability.

FOREIGN IMPORTERS

Orders may also be received from importers abroad. These organizations may be distributors, jobbers, wholesalers or retailers. Buying on their own account, they import and stock goods for resale in their particular markets. Often the importer is assigned exclusive sales rights for a given territory. The manufacturer should set forth an agreement with the importer covering tenure, territory, service requirements of his product, terms of payment, stocks to be maintained and other pertinent factors.

FOREIGN RETAILERS

Consumer goods requiring minimum servicing are frequently bought directly from a manufacturer's agent or from the manufacturer. This is an intense and highly competitive channel. Careful pricing and administrative costing must be determined in advance.



Representation

FINDING A REPRESENTATIVE

The manufacturer taking initial steps into export markets can obtain help from several sources including, the Marketing Branch of the Trade and Industry Division, Ontario government offices, and Trade and Industry Division contacts around the world. Assistance is also readily available from local banks and their overseas affiliates, trade associations, and Canadian government offices abroad. Direct contact or correspondence with foreign companies wishing to import are other possibilities.

EVALUATING A DISTRIBUTOR

The manufacturer should carefully consider all the factors involved before appointing a sales representative or distributor to sell his products in foreign markets. As such commitments are usually on a contract basis for at least a year, the wrong choice of representative can have far-reaching consequences. Among points to determine: financial strength and credit rating; reputation with banks, suppliers and customers; over-all experience; experience with some known manufacturer; experience with similar product lines; lines currently handled; sales volume and growth record; sales organization and quality of sales force; geographic areas covered; warehousing facilities (size and location); after-sales servicing facilities; knowledge of business and accounting methods; knowledge of advertising and promotion techniques; knowledge of English and other languages.

Selling to export markets

DEALING IN THE EXPORT MARKET

Establishing export channels by a manufacturer is only the first step in a successful export program. The world market cannot be regarded as an appendage to the domestic market. Agreements, business terminology, the laws of foreign countries, packaging, advertising methods, buying tastes and habits of the final purchaser—all have to be considered. Recognizing the importance of these factors

could mean the difference between success and failure in an export program.

SALES AGREEMENTS

Contracts in foreign markets must be negotiated carefully. The laws of contract and agreement vary widely from one area to another. Carelessness in selecting an agent and a faulty contract can mean extra costs—and perhaps losses—in the export operation. For example, the word “agent” in some parts of the world is more binding than the word “representative.”

Consult references on foreign sales agreements in a commercial library. Consult legal firms familiar with contract laws in the country where you intend to do business.

PRICING FOR EXPORT

Pricing for export is on an entirely different basis from domestic pricing. Foreign buyers prefer prices calculated in terms of delivery to the port of entry—referred to as CIF (cost, insurance, freight) prices. This is not a landed price. Where duties, dock charges and, in some instances, local taxes are applied, then the landed price is established. The buyer is responsible for paying duties, dock charges and local taxes on clearance of the shipment.

In the calculation of CIF, cost is the basic factory cost; insurance is protection of shipment charges en route; freight is the cost of transportation.

Such items as domestic selling costs, domestic advertising and overhead are not applied in calculating prices for the foreign market. Exports are not subject to either federal or provincial sales tax.

THE QUOTATION

The quotation to foreign customers should include all conditions of the prospective sale: price, point of delivery, terms of payment, insurance coverage, quality and kinds of product, and date of shipment. Quotations must be explicit and convey the full and exact meaning of the transaction. A sales quotation by letter can become a contract when properly accepted by a cor-

respondent. In quoting, make sure of these procedures:

- Communication must be clear. If there is any doubt, advice may be sought from experienced exporters, banks and foreign freight forwarders.
- Quotations should be subject to acceptance within a specific time period and subject to confirmation by the manufacturer.

BUSINESS COMMUNICATION

The normal business English used in Canada is not always suitable for foreign business correspondence—even with English language countries. To avoid confusion, colloquialisms should not be used. Avoid English words or phrases that could have more than one meaning in translation. Keep your correspondence simple and avoid misunderstanding.

Translation services are available in most major Canadian centres, but perhaps the most efficient and expeditious business method is to write to the agent or representative abroad in English, and let him translate.

Acknowledge all correspondence promptly. This will encourage your agent to give your mail prompt attention too.

Consider the time differential between Ontario and the city where your agent is established. In telephone or cable contact, night rates may be used to advantage. In cables, use the standard abbreviated style known as “cablese.”



SOME COMPARATIVE TIMES

The following examples show differences in hours from Toronto time.

Los Angeles	minus 3 hours	Madrid	plus 6 hours
Chicago	minus 1 hour	Tel Aviv	plus 7 hours
Rio de Janeiro	plus 3 hours	Athens	plus 7 hours
London	plus 6 hours	Moscow	plus 8 hours
Paris	plus 6 hours	Bombay	plus 10½ hours
Dusseldorf	plus 6 hours	Hong Kong	plus 13 hours
Rome	plus 6 hours	Tokyo	plus 14 hours

Packaging for shipment

In preparing export shipments ensure that the customer receives the goods on time and in perfect condition. Packages or cases must be marked according to the requirements of the specific country. Explicit instructions should be received from the customer concerning packing, and a freight forwarder serving foreign countries should be consulted before preparing goods for shipment. Export packing should:

- Be secure against loss or pilferage.
- Conform to any special request of the customer.
- Meet all the legal requirements such as denoting weights and contents.
- Meet the approval of foreign freight handlers.
- Be marked carefully, with all packages numbered.
- Have the same markings on packages as described in the invoices (in some countries shipments may be held up if markings and invoices are not exactly the same).

Don't risk losing business or personal goodwill by having your products delivered in poor condition. When in doubt the manufacturer should consult a capable freight forwarder. (See the yellow pages of your telephone book).

PACKAGING FOR THE CONSUMER

The habits and customs of the foreign consumer should be taken into account when deciding packaging. Determine whether English or English-French labelling is sufficient, or whether another language should be substituted. The metric system of weights and measures might also be applicable.

Design too is important. A minor revision in product design, or even color, may make the difference in product acceptance.

There have been numerous imports into Canada that shoppers have rejected because of the need for inexpensive modifications. Without sufficient forethought, the same thing could happen abroad to Canadian products.

MARKET RESEARCH AND TESTING

Basic information on the economies of foreign markets is available through banks, government departments and other sources. The best approach is likely through a personal visit to the market by the manufacturer himself. Whatever course is taken, selling without adequate prior knowledge can be wasteful and expensive. A little research will certainly provide valuable guidelines.

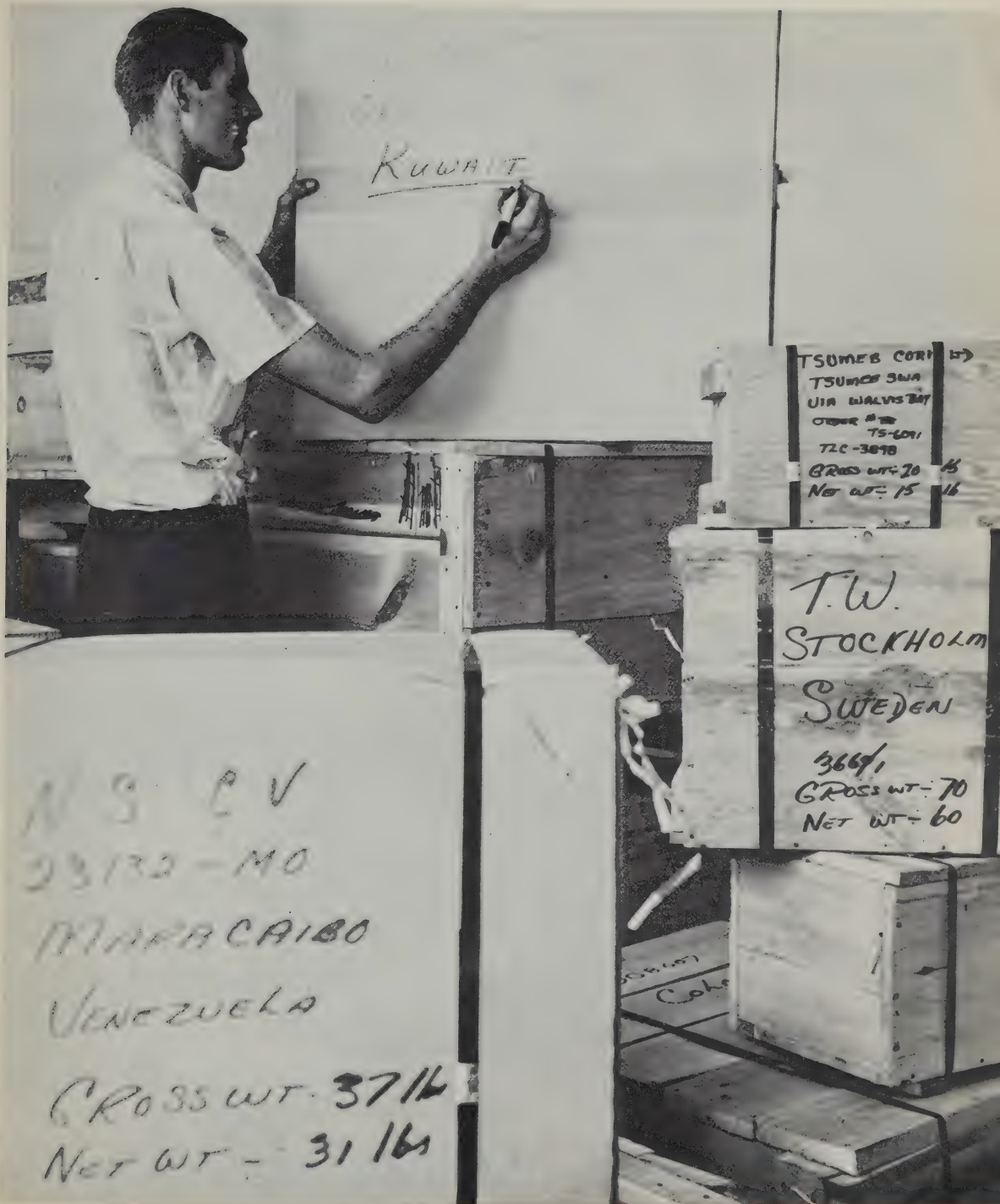
Testing the market through shipping limited quantities, with a request for reaction and comment from the foreign business representative, is also sound practice. The need for modifications in design or packaging is often detected through trial shipments.

ADVERTISING FOR EXPORT

A manufacturer's domestic advertising program is not always suitable for a foreign market without modification. Even marketing a Canadian product in the United States may require a different advertising technique.

In virtually all major foreign markets there are competent advertising agencies which can advise on local advertising practices. They are in the best position to advise you.

Clear and concise addressing of properly packaged products is an essential part of export marketing.



KUWAIT

TSUMEB CORN 17
TSUMEB SWA
VIA WALVISBAY
OTHER #12
TS-6091
72C-3878
GROSS WT-20 15
NET WT-15 16

T.W.
STOCKHOLM
SWEDEN
366/1
GROSS WT-70
NET WT-60

N S CV
23132-MO
MARACAIBO
VENEZUELA
GROSS WT. 37 1/2
NET WT - 31 1/2

Coke

Payment methods

CASH IN ADVANCE OR CASH WITH ORDER

Usually these terms apply from 10 to 30 per cent of the value of an order, covering products manufactured to the special requirements of the buyer. The extent of this protection wanted by the manufacturer and the amount of funds that the buyer is willing to freeze in advance determine the percentage of the cash paid with the order. The unpaid balance is covered by other terms.

LETTER OF CREDIT

Banks in 173 countries accept the rules approved by the International Chamber of Commerce governing letters of credit.

Letters of credit covering exports are usually issued by the buyer's bank abroad and provide for a negotiating bank in Canada. Credits are either "revocable" or "irrevocable." A revocable credit can be cancelled without prior notice to the exporter. An irrevocable credit cannot be cancelled or modified without the exporter's agreement and it is a firm undertaking by the issuing bank listing exact requirements which must be met by the exporter in order to obtain payment.

An "unconfirmed" irrevocable credit permits the negotiating bank to take recourse against the exporter in event of non-payment by the issuing bank. A credit confirmed in Canada does not allow recourse by the confirming bank against the exporter and provides one of the most secure methods of collection.

CONFIRMATION OF ORDER

This is the commitment of a confirming house in Canada which "confirms" the buyer's order and itemizes all export documentation required, the latter being checked by experts before loading on the vessel. Payment is without recourse and is usually against ocean bills of lading at port of shipment and therefore very fast. The commitment is as secure as the confirming house itself.

DOCUMENTARY DRAFTS OR BILLS OF EXCHANGE

A draft drawn by the exporter on the buyer abroad is a "clean" draft if no documents are attached. However, this instrument becomes a "documentary draft" when the exporter attaches to it the documents giving title to the goods. A common method of collecting payment is for the exporter to draw a draft for the value of the goods, attach to it the bill of lading and/or other documents and instruct his bank to forward this documentary draft to the correspondent bank in the buyer's country and require that the sight draft be paid (or the term draft be accepted), before surrender of the documents which the buyer must have to obtain the goods.

Frequently part of the value is covered by a sight draft and the balance by a term draft. The due date of the term draft conforms to the length of credit to which the buyer and seller have agreed, such as 30 or 90 days after sight or after date.

Export credits insurance greatly facilitates obtaining bank advances against these drafts.

TOP RIGHT:

Personal Travel documents must be accurate and complete.

BOTTOM RIGHT:

Ontario sales representatives should be prepared to discuss costs in local currency.



Tariff information

Preliminary guidance on all tariff matters is provided by the Marketing Branch, Trade and Industry Division, Ontario Department of Trade and Development.

UNITED STATES TARIFFS

Manufacturers proposing to export to the United States may obtain customs information from:

- A private U.S. customs import broker, who can seek the most favorable tariff ruling on products entering the country. Several of these firms are listed in the "yellow pages."
- The Canadian Manufacturers' Association
67 Yonge St., Toronto, Ont.
Telephone 363-7261/Area Code 416
- Office of Area Relations
United States Division
Department of Industry, Trade and Commerce
Place de Ville-Tower "B," Ottawa, Ont.
Chief, United States Division
Telephone 992-5176/Area Code 613
- United States District Directors of Customs:
W. Richard Nystrom
District Director of Customs
127 N. Water Street
Ogdensburg, N.Y. 13669
Telephone 393-0661/Area Code 315
- John F. Chilton
District Director of Customs
121 Ellicott St.
Buffalo, N.Y. 14203
Telephone 842-3280/Area Code 716
- Louis A. Mezzano
District Director of Customs
243 West Congress
Detroit, Mich. 48226
Telephone 226-3148/Area Code 313
- Corwin A. Snyder
District Director of Customs
Federal Building
Stutzman and Cavalier Sts.
Pembina, North Dakota 58271
Telephone 825-6201/Area Code 701



OVERSEAS TARIFFS

For information on tariffs of other countries, contact the appropriate area desk of the Office of Trade Relations, Department of Industry, Trade and Commerce, Ottawa. Inquiries should be directed to the chief of the appropriate division.



Travel

PASSPORTS

Passports are valid for five years **after which a new passport must be obtained.** Application forms are available from any post office. At least two weeks should be allowed for processing applications.

VACCINATION

Most countries observe the international sanitary regulations adopted by the World Health Organization.

Travellers must show proof of required vaccinations in a recognized International Certificate of Vaccination. Forms are available from the Department of Health, Ottawa, or from any travel agency.

Persons arriving in or returning to Canada from overseas must show proof of small-pox vaccination.

TRAVEL TIPS

Plan trips carefully. Hotel reservations abroad are often difficult to obtain. If your itinerary is settled, your travel agency can arrange reservations.

Carry funds in the form of traveller's cheques.

Do not rely on credit cards. Many hotels and restaurants abroad will not accept them.

Use official agencies for exchanging money. There is generally an agent at airports who will exchange at bank rates. Avoid unofficial money exchange transactions. In selecting clothes, determine the weather of the country to be visited.

Inquire about working hours and official holidays in countries you propose to visit. Plan appointments accordingly.

Reconfirm flight reservations at least 24 hours before flight time.

Choose food carefully as exotic foods and water changes can cause stomach disorders. Consult your druggist or physician before leaving.

DIVISION

Commonwealth Countries
Asia and Middle East
Europe
Latin America

TELEPHONE

992-2421
992-5642
992-2250
992-7641
All Area
Code 616

Trade and industry services

The Marketing Branch of the Ontario Department of Trade and Development's Trade and Industry Division is staffed by experienced officers, who are at the service of manufacturers endeavoring to develop export sales. Activities include:

CONSULTING SERVICES

Marketing officers are available for consultation in our office at 950 Yonge Street, Toronto 5. Interviews are also conducted at the manufacturer's plant.

TRADE MISSION PROGRAM

Groups of executives of Ontario companies are escorted into world markets on government-sponsored sales missions. Usually comprising 10 persons in each group, the province pays the cost of round-trip economy air fare for one representative of each company. All other expenses are borne by individual members.

Mission members are selected on the basis of product suitability for market area, company qualifications and soundness, attitude to export, etc.

All travel arrangements and hotel accommodation in the city where the mission will be centred are made by the Marketing Branch. Ontario foreign trade offices also arrange appointments with local business prospects, and can provide basic market appraisals (detailed market research is not undertaken). The offices will also assist in obtaining credit information.

ONTARIO'S EXTERNAL TRADE OFFICES

Each overseas location covers several neighboring countries as well as the one in which it is located. In the United States, each office covers several states. Personnel in all offices maintain commercial contacts throughout their areas.

INTERNATIONAL SHOWS

Each year Ontario's Marketing Branch sponsors participation by Ontario firms in several major international fairs in key market areas of the world. Ontario trade missions are frequently scheduled for participation by members in particular trade fairs.



ONTARIO'S INTERNATIONAL TASK FORCE

Ontario commercial officers are stationed in strategic market areas around the world. It is their function to develop commercial intelligence, prospect new markets, assist in the planning of trade missions to their areas, and guide individual companies in market development.

EXPORT FORUMS

Export seminars are conducted by the Marketing Branch in key cities and towns across the province. These sessions are open to all manufacturers and businessmen in the area who are interested in exporting.

GUEST SPEAKERS

Marketing officers and sales mission organizers are available for speaking engagements to clubs or business groups throughout the province.

VISITING BUSINESS REPRESENTATIVES

The Marketing Branch assists buyers and business representatives from other countries or provinces to locate Ontario products they wish to import. The visitors are introduced to local manufacturers, and frequently visit factories.

ONTARIO TRADE FAIRS AND EXHIBITS

The Marketing Branch also brings buyers from other countries to local and international trade and industrial exhibits in Ontario. Visits to five or six exhibits are arranged each year. These buyers are selected by Ontario external trade offices. While in Canada, marketing officers help them locate local products of interest.

DESIGN AWARDS

The "Eedee" (Excellence of Design) award program was introduced by the Ontario Department of Trade and Development to encourage good design in industry. Originally centred around the clothing industry, it has since been extended to the furniture industry.

ONTARIO ENGINEERING SERVICES ABROAD

To assist in the export of Canadian know-how and engineering ability, Ontario engineering and contracting firms wishing to

bid on major foreign contracts may apply for assistance in covering the cost of the initial survey.

EXPORT ADVERTISING PROGRAM

The department sponsors a program of advertising abroad designed to acquaint overseas organizations with products and technological developments which are available in Ontario.

MARKETING BULLETINS

The Marketing Branch issues a monthly bulletin which lists hundreds of items sought by overseas buyers. All manufacturers interested in exporting are on the distribution list.

When requested by the Ontario manufacturer, the section supplies the name and address of the potential buyer. From that point, all dealings are direct.

BRANCH PLANTS, LICENCES, AND JOINT VENTURES ABROAD

The Marketing Branch assists Ontario companies seeking to establish manufacturing operations or licensing arrangements for the manufacture of their process in foreign countries.

TECHNICAL INFORMATION CENTRE SERVICES

Reference services cover subjects ranging from general information on foreign countries to specific trade and industry facts and figures. The centre has a constantly growing store of material from which it draws documented facts. Although it does not do original research, a wealth of published information is available on foreign markets to provide answers to most questions. For example, sources such as Keesing's Contemporary Archives and The Foreign Information Service of the First National City Bank provide current data on foreign political and business climates in every country in the world. The European Information Service provides a daily up-dating of political and economic developments in Europe, with pertinent commentaries. In case our own resources do not provide sufficient data to answer your inquiry, the staff will refer you to an information centre that specializes in the area of interest.

Publications, directories and references

A wide range of publications and directories are available to the businessman wishing to export. These include:

TRADE AND COMMERCE AT YOUR SERVICE

SELLING ABROAD—HOW TO START

Canadian Trade Fairs Program

Available free from Trade Publicity Branch, Department of Industry, Trade and Commerce, Ottawa, Ontario.

FOREIGN TRADE (published every two weeks)

Economic reports and opportunities abroad for Canadian businessmen. Queen's Printer, Ottawa, Ontario. \$2 per year.

EXPORT METHODS AND SERVICES

Basic export techniques, export distribution, marketing and financing, pricing, etc. Contains detail for exporters on Canadian foreign trade service, technical terms and abbreviations and foreign trade bibliography. Commercial Intelligence Department, Canadian Manufacturers' Association, 67 Yonge St., Toronto 1, Ontario. \$2 (CMA members \$1).

PRICING FOR EXPORT

The basic elements of export pricing with preliminary calculations; examples given for export to the United States and overseas markets, Commercial Intelligence Department, Canadian Manufacturers' Association, 67 Yonge St., Toronto 1, Ontario. No charge.

CUSTOMS ASPECTS OF EXPORTING TO THE UNITED KINGDOM

Comprehensive information regarding preferential tariff regulations and customs documentation as applied to the British market. Commercial Intelligence Department, Canadian Manufacturers' Association, 67 Yonge St., Toronto 1, Ontario. \$1 (CMA members, free).

EXPORT MARKETS IN BRIEF

Facts and figures for Canadian exporters on 68 of Canada's trading partners. Prepared in conjunction with the Department of Industry, Trade and Commerce, Ottawa.

Bank of Montreal, General Manager for Ontario, 50 King St. West, Toronto 1, Ontario. No charge.

CANADA-UNITED STATES DEFENCE PRODUCTION SHARING

Detailed information of U.S. defence markets and selling, legislation and regulations. Department of Defence Production, Ottawa, Ontario. No charge.

EXPORT PRACTICE

I.G.F. Baxter and I. R. Feltham
Osgoode Hall Law School, Toronto.
The Carswell Co. Ltd., Toronto.
\$7.75.

MARKETING OPPORTUNITIES BULLETIN (monthly)

Requests for Ontario products from all areas. Ontario Department of Trade and Development, Marketing Branch, 950 Yonge St., Toronto 5, Ontario. No charge.

FINANCING FOREIGN TRADE

Details of import and export finance, and theory and practice of foreign exchange. Royal Bank of Canada, King and Yonge Sts., Toronto 1, Ontario. No charge.

BOARD OF TRADE JOURNAL (weekly)

United Kingdom and European market and tariff information. H. M. Stationery Office, London, England. \$5 per year.

CANADIAN TRADE INDEX

Comprehensive directory of Canadian manufacturers and their products. Includes introduction to export techniques and identifies companies seriously engaged in foreign trade. Commercial Intelligence Department, Canadian Manufacturers' Association, 67 Yonge St., Toronto 1, Ontario. \$24.

HANDBOOK OF INTERNATIONAL MARKETING

By Alexander O. Stanley. Although primarily directed at the United States exporter, this extensive (680 pages) work is virtually an encyclopedia of international business and can be a valuable guide to the Canadian manufacturer. McGraw-Hill Book Company, Inc., Toronto, Ontario.



MARKETING: CANADA

Litvak, Isaiah A., and B. E. Mallen, eds. McGraw-Hill Book Company, Inc., Toronto, Ontario. 1964.

INTERNATIONAL COMMERCE (weekly)

World trade and export opportunities. U.S. Government Printing Office, Washington 20402. \$16 per year.

HOW TO WIN WORLD MARKETS

Canadian government bookshops, Daly Building, Ottawa, and 221 Yonge St., Toronto, Ontario. Reference copies in libraries across Canada. Catalogue No. C2-3666.1.

INTERNATIONAL TRADE HANDBOOK

Dartnell Corp., 4660 Ravenswood Avenue, Chicago, Illinois 60640, U.S. \$17.50.

EXPORTING TO THE UNITED STATES

Designed to assist in understanding such techniques as tariffs, documentation and samples. Superintendent of Documents, U.S. Government Printing Office, Washington 20402, 50 cents a copy.

CANADIAN PROBLEMS IN MARKETING

By David S. R. Leighton and Donald H. Thain. McGraw-Hill Book Company, Inc., Toronto, Ontario.

Canada's main export markets

		1966	1967	1968
United States	(\$Million)	6,028	7,079	8,891
United Kingdom	(\$Million)	1,123	1,169	1,209
Commonwealth and Preferential	(\$Million)	547	638	593
Japan	(\$Million)	394	572	606
German Federal Republic	(\$Million)	177	177	228
Netherlands	(\$Million)	143	176	179
Italy	(\$Million)	115	141	131
Total	(\$Million)	8,527	9,952	11,837
Other Countries	(\$Million)	1,544	1,157	1,809
Total Exports	(\$Million)	10,071	11,109	13,646
Percentage of total exports to seven principal markets		84.7	89.6	86.3
Percentage of total to other countries		15.3	10.4	13.7

Canadian domestic exports by group

		1966	1967	1968
Live Animals	(\$Million)	78	42	59
Food, Feed, Beverages and Tobacco	(\$Million)	1,888	1,602	1,553
Crude Materials (inedible)	(\$Million)	1,947	2,108	2,470
Fabricated Materials (inedible)	(\$Million)	4,012	4,229	4,855
End Products (inedible)	(\$Million)	2,119	3,106	4,243
Special Transactions—Trade	(\$Million)	25	22	37
Total Exports*	(\$Million)	10,069	11,109	13,217

*Excluding re-exports

Source: Dominion Bureau of Statistics

Canada's general export pattern

Canada's 10 main export products, with the balance listed by export section:

Percentage	1968	Percentage	1968
5.19	Wheat	6.56	Other Food, Feed, Beverages and Tobacco
19.94	Motor Vehicles and Parts	11.96	Other Crude Materials (Inedible)
7.49	Newsprint Paper	15.25	Other Fabricated Materials (Inedible)
4.75	Wood Pulp	12.16	Other End Products (Inedible)
3.36	Iron Ore and Concentrates	.28	Special Transactions—Trade
3.02	Lumber (softwood)	46.21	
3.37	Aluminum, including Alloys		
2.86	Copper, including Alloys		
3.38	Crude Petroleum		
.43	Live Animals		
53.79			

Canadian business

Ontario's contribution to Canada's expanding economy:

CANADA

		1966	1967	1968*
Gross National Product	(\$Billion)	57.8	61.5	67.0
Factory Shipments	(\$Billion)	36.7	37.5	40.7
Capital Expenditures	(\$Billion)	14.9	15.6	16.0
Construction	(\$Billion)	9.3	9.7	10.3
Machinery and Equipment	(\$Billion)	5.6	5.9	5.8
Wages and Salaries	(\$Billion)	28.1	30.7	33.3
Total Personal Income	(\$Billion)	43.1	47.2	52.3
Per Capita Income	(\$)	2,144	2,300	2,490
Labour Force	(\$Million)	7.4	7.7	7.92
Employment	(\$Million)	7.15	7.4	7.54

*Estimates

Source: Dominion Bureau of Statistics

ONTARIO

		1966	1967	1968*
Gross Provincial Product	(\$Billion)	23.0	24.9	26.9
Factory Shipments	(\$Billion)	19.3	19.8	21.6
Capital Expenditures	(\$Billion)	5.1	5.5	5.6
Construction	(\$Billion)	3.1	3.3	3.5
Machinery and Equipment	(\$Billion)	2.0	2.2	2.1
Wages and Salaries	(\$Billion)	11.6	12.7	13.8
Total Personal Income	(\$Billion)	16.9	18.5	20.5
Per Capita Income	(\$)	2,450	2,600	2,810
Labour Force	(Million)	2.7	2.8	2.83
Employment	(Million)	2.63	2.7	2.73

*Estimates

Source: Dominion Bureau of Statistics

Foreign exchange guide

The following table is intended as a guide only and should not be used for precise calculations. Exchange rates are subject to day-to-day change. Consult your bank or the financial pages of daily newspapers for exact prevailing rates. Rates are quoted in Canadian dollars.

Country	Unit	Canadian \$ Equivalent	Units per Canadian \$
Argentina	Peso	0.0030	333.33
Australia	Aus. Dollar	1.2108	.826
Austria	Schilling	0.0419	23.866
Belgium and Lux.	Franc	0.2179	4.589
Bermuda	Bda. Pound	2.57	.389
Bolivia	Peso	.0906	11.06
Brazil	Cruzeiro	.2581	3.874
Ceylon	Rupee	.1811	5.521
Chile	Escudo	.0968	10.33
Colombia	Peso	.0613	16.313
Czechoslovakia	Koruna	0.1501	6.662
Denmark	Krone	.1433	6.978
Eire	Irish Pound	2.572	.380
Finland	Markka	.2583	3.871
France	Franc	.1929	5.183
Germany (West)	Deutsche Mark	.2920	3.424
Ghana	New Cedi	1.056	.94
Greece	Drachma	0.0363	27.548
Guatemala	Quetzal	1.078	.92
Hong Kong	Dollar	.1773	5.64
India	Rupee	.1431	6.988
Iran	Rial	0.0143	69.930
Iraq	Dinar	3.0269	.330
Israel	Pound	.3120	3.205
Italy	Lira	.00172	581.3

Country	Unit	Canadian \$ Equivalent	Units Per Canadian \$
Japan	Yen	0.00299	334.445
Lebanon	Pound	.3345	2.99
Malaysia	Straits Dollar	0.3528	2.834
Mexico	Peso	0.0868	11.521
Netherlands	Guilder	.2996	3.338
New Zealand	N.Z. Dollar	1.20	.833
Nigeria	Nig. Pound	3.0269	.330
Norway	Krone	.1507	6.635
Pakistan	Rupee	.2258	4.428
Peru	Sol	.0253	39.52
Portugal	Escudo	0.0378	26.455
Saudi Arabia	Riyal	.2066	4.84
South Africa	Rand	1.50	.666
Spain	Peseta	.01548	64.60
Sweden	Krona	.2087	4.79
Switzerland	Franc	0.2499	4.002
Turkey	Lira	0.1196	8.361
United Arab Rep.	Pound	2.48	.403
United Kingdom	Pound	2.57	.389
United States	Dollar	1.078	.92
USSR	Rouble	1.19	.841
Uruguay	Peso	.0043	232.56
Venezuela	Bolivar	.2399	4.168
West Indies	Dollar	.5371	1.861
Yugoslavia	Dinar	0.0866	11.547

**ONTARIO DEPARTMENT OF TRADE
AND DEVELOPMENT**

950 Yonge Street, Toronto, Ontario,
Canada

Telephone: 365-5701 (area code 416)

Cable: TRADIN-TORONTO

Telex No: TRADIN TOR. 6219786

TRADE AND INDUSTRY DIVISION

Executive Director: P. A. York, P.Eng.

MARKETING BRANCH

Director: J. J. Graham

